ORDER



Orders

Order / Rev:	**204878**
Alt Order #:	06851257
Product Desc:	9/12-9/18 MITT ROMNEY
Estimate:	195
Flight Dates:	09/12/12 - 09/18/12
Original Date / Rev:	09/11/12 / 09/11/12
Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency

Name:	**American Rambler Productions**
Buying Contact:	
Billing Contact:	
	138 Conant Street
	Beverly, MA 02494

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**POL/Romney For President (R)**
Demographic:	A35+
Product Codes:	PL1
Priority:	P3
Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	16	$17,475.00	$14,853.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	$17,475.00	$14,853.75	0.00
Totals	16	$17,475.00	$14,853.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WVBT	8%	$17,475.00
Market	100%	$218,437.50

Competitive Share	Share	Total
CABLE	0%	$0.00
NFLWS	0%	$0.00
UNKWN	0%	$0.00
WAVY	43%	$93,928.12
WGNT	0%	$0.00
WHRO	0%	$0.00
WPEN	0%	$0.00
WPXV	0%	$0.00
WTKR	27%	$58,978.12
WTVZ	0%	$0.00
WVEC	22%	$48,056.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WVBT	09/17/12	09/18/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MT-----	:30	2	$500.00	P2	0.00 NM	2	$1,000.00
	WVBT FOX NEWS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	09/17/12	09/23/12	MT-----	2	$500.00	0.00							
E 2	WVBT	09/12/12	09/14/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--WTF--	:30	3	$500.00	P2	0.00 NM	3	$1,500.00

Order / Rev: 204878 Advertiser: POL/Romney For President (R)

Alt Order #: 06851257 Product Desc: 9/12-9/18 MITT ROMNEY **WVBT**

Flight Dates: 09/12/12 - 09/18/12 Estimate: 195

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	WVBT FOX NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	--WTF--	3	$500.00	0.00								
E 3	WVBT	09/15/12	09/15/12	College Football College Football	CM	College Football	-----S-	:30	3	$300.00	P3	0.00 NM	3	$900.00
	COLLEGE FOOTBALL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	-----S-	3	$300.00	0.00								
E 4	WVBT	09/15/12	09/15/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	2	$500.00	P2	0.00 NM	2	$1,000.00
	WVBT FOX NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	-----S-	2	$500.00	0.00								
E 5	WVBT	09/16/12	09/16/12	FOX News Sunday Fox News Sunday	CM	10-11a	------S	:30	1	$75.00	P2	0.00 NM	1	$75.00
	FOX NEWS SUNDAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	------S	1	$75.00	0.00								
E 6	WVBT	09/16/12	09/16/12	NFL Redskins NFL Redskins	CM	NFL Redskins	------S	:30	3	$4,000.00	P3	0.00 NM	3	$12,000.00
	NFL ON FOX													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	------S	3	$4,000.00	0.00								
E 7	WVBT	09/16/12	09/16/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	------S	:30	2	$500.00	P2	0.00 NM	2	$1,000.00
	WVBT FOX NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	------S	2	$500.00	0.00								
												Totals	16	$17,475.00